



# MILPITAS PLANNING COMMISSION STAFF REPORT

June 10, 2015

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**APPLICATION:** **PS BUSINESS PARK MASTER SIGN PROGRAM - SD14-0022 - 901-931 CADILLAC CT:** A request for a Site Development Permit approving a master sign program for a multi-tenant industrial building consisting of wall signs and a multi-tenant monument sign.

**RECOMMENDATION:** **Staff recommends that the Planning Commission:**  
**Adopt Resolution No. 15-018 approving Site Development Permit No. 14-0022 to allow for a master sign program for multi-tenant industrial building at 901-931 Cadillac Court subject to the conditions of approval.**

**LOCATION:**  
Address/APN: 901-931 Cadillac Court (APN 22-38-019)  
Area of City: Cadillac/Fairview Business Park

**PEOPLE:**  
Project Applicant: Dave Farrar, Sun Graphics, Inc.  
Property/Business Owner: Anne Risberg, PS Business Park LP  
Project Planner: Cindy Hom, Assistant Planner

**LAND USE:**  
General Plan Designation: Industrial Park (INP)  
Zoning District: Industrial Park (MP)  
Overlay District: Site and Architectural Overlay (-S)

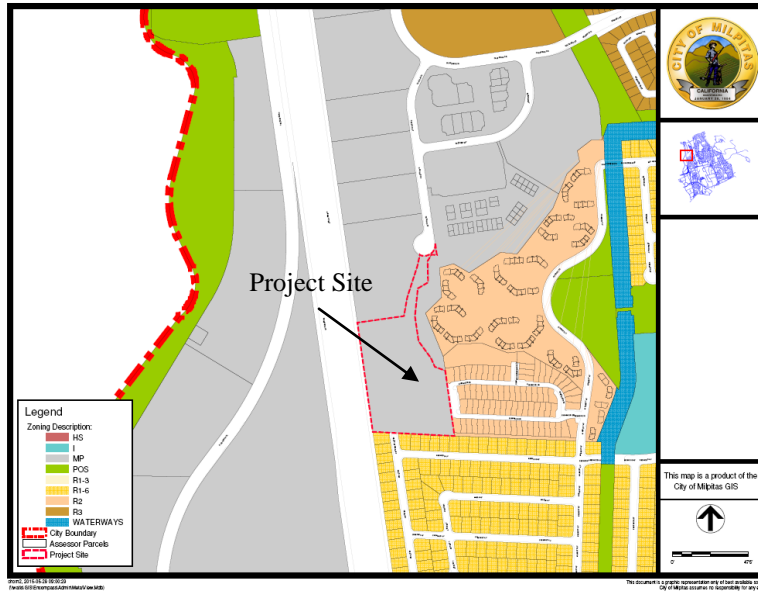
**ENVIRONMENTAL:** Categorically Exempt from further environmental review pursuant to Section 15301 (Existing Facilities) and 15311 (Accessory Structures) of the California Environmental Quality Act (CEQA).

## **EXECUTIVE SUMMARY**

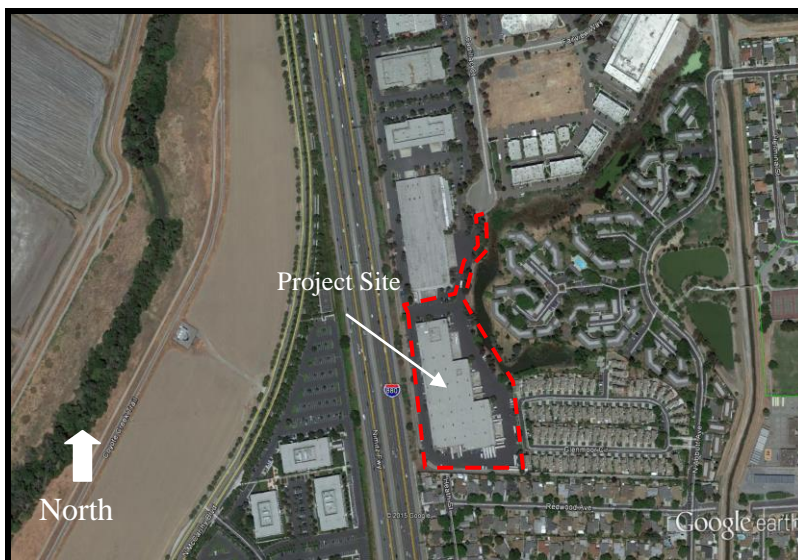
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The project request is a Site Development Permit to allow for a master sign program for a multi-tenant building. The sign program includes requirements for wall signage and a tenant monument sign to ensure design consistency and uniformity. This application would legalize an existing monument sign.

## Map 1 Project Location



## Map 2 Project Site



## **BACKGROUND**

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### ***History***

On April 24, 1991, the Planning Commission approved a site development permit for the construction of four research and development buildings totaling 224,700 square feet on three separate lots. The subject project is located on the third parcel with a one-story 125,300 square foot building.

On February 26, 1992, the Planning Commission approved four building signs totaling 244 square feet of signage. The wall signs consisted of three (3) non-illuminated wall signs and one (1) illuminated wall sign for the single tenant building.

Since the 1992 approvals, a freestanding monument sign was installed at the driveway entrance along Cadillac Court without required City approvals or permits. This application would legalize the monument sign if approved by the Planning Commission.

### ***The Application***

On December 16, 2014, Dave Farrar with Sun Graphics, agent for the property owner of the building at 901-931 Cadillac Court submitted an application for a master sign program for a multi-tenant building and installation of a 3'-6" tenant monument sign. The application is pursuant to Section 24 (Sign Ordinance) and 57 (Applications) of the Milpitas Zoning Code that require Planning Commission review and approval of a Site Development Permit for such a signage program.

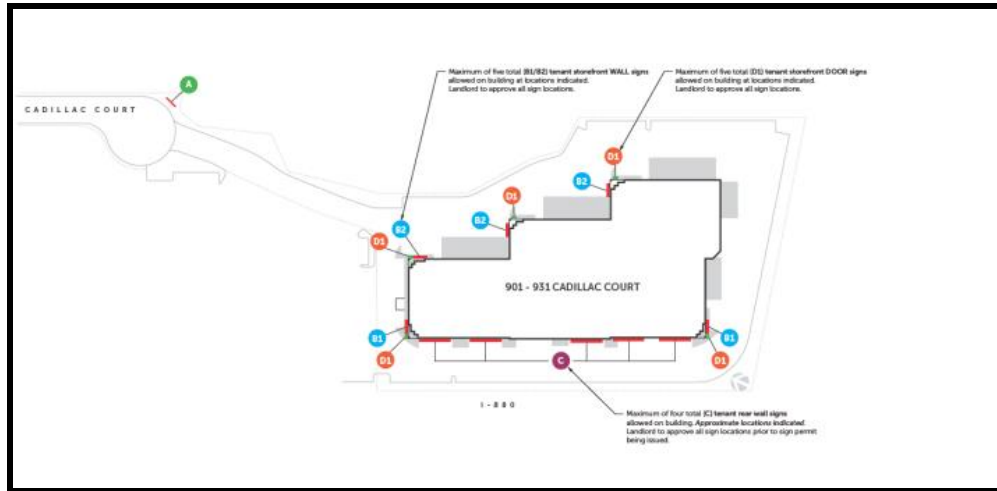
## **PROJECT DESCRIPTION**

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### ***Overview***

The project consists of a master sign program for an existing multi-tenant, one-story industrial building comprised of five tenant spaces. The proposed sign program establishes the sign criteria for major and minor tenants, identifies the sign band locations, and the maximum sign area allocated to each tenant. The sign program would allow for one non-illuminated wall sign on the entry elements, one illuminated wall sign on the west elevation, one door ID vinyl sign and address line on the monument sign for all tenants except for minor tenants. Minor tenants will not have an illuminated wall sign on the west elevation.

## **Exhibit 1: Site Plan**



### Sign type, materials and location

Table 1 summarizes the sign types, illumination, and location that are proposed for the PS Business Park sign program.

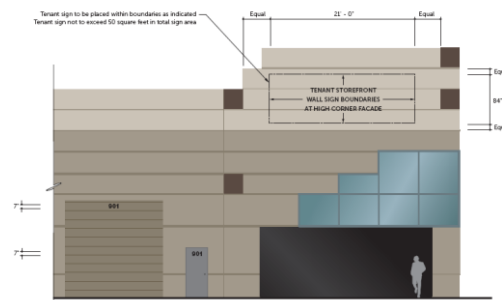
**Table 1:**  
**Sign Type, Illumination, and Location**

Sign	Sign Type	Illumination	Location
Main Project Monument (Sign A)	Metal fabricated sign with vinyl graphics for tenant names	Non-illuminated	Driveway at Cadillac Ct.
Tenant Entry Sign with High Corner Façade (Sign B1)	1/2" dimensional acrylic letterforms	Non-illuminated	Over main entrance for each tenant
Tenant Entry Sign with Low Corner Façade (Sign B2)	1/2" dimensional acrylic letterforms	Non-illuminated	Over main entrance for each tenant
Tenant Skyline (Sign C)	4" channel letter with face lit dimensional letterforms.	Internally illuminated	Within sign band area along the west elevation
Door ID (Sign D)	7" vinyl graphic	Non-illuminated	Entry door

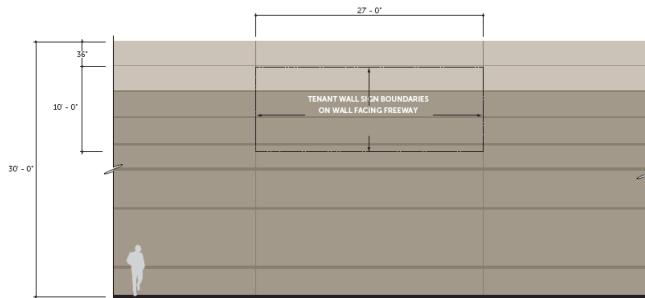
An elevation exhibit of the proposed monument signs are shown below. As depicted, the proposed signs provide design consistency and uniformity in terms of design, materials, fabrication, and illumination.



Tenant Monument Sign



Tenant Entry Sign with High Corner Facade



Tenant Skyline Sign



Door ID sign

Based on the sign proposal staff recommends as a condition of the approval requiring minimum 4-inch thickness to the acrylic letters to provide more depth and dimension and to match illuminated channel letters that are proposed on the rear elevation.

### ***Location and Context***

The project is located on an 8.21-acre site developed with a one-story building, surface parking, and mature landscaping. The subject property is located at the south end of Cadillac Court and is bounded by Interstate 1-880 to the west, industrial buildings and uses to the north and east, and residential homes to the south. The subject property is designated and zoned as Industrial Park with the Site and Architectural Overlay. Vicinity and location maps of the subject site location are included on the previous page.

## **PROJECT ANALYSIS**

### ***General Plan and Zoning Conformance***

The General Plan and Zoning Designation for this site is Industrial Park, which allows various industrial and professional office uses as permitted uses as well as hotels and restaurants as conditionally permitted uses. The purpose and intent of the Industrial Park Zoning District is to accommodate limited group of research, professional, packaging, and distribution facilities in a park-like setting. The project is consistent with this designation in that the project provides business identification for the industrial businesses.

The project is consistent with Chapter 24 (Signs) of the Milpitas Municipal Code in that the proposed signs comply with the total allowable sign area, sign height, and appropriateness of the sign design by incorporating compatible colors, design, and scale with the building and design

consistency with monument and wall signs. The proposed monument signs are located within existing landscaped areas, as required by the Sign Ordinance, and provide for an attractive harmonious development.

### ***Development Standards***

#### **Sign Area**

Per MMC XI-10-24.03(B) (Maximum Permissible Sign Area), the site is allowed a maximum of 855 square feet for signs, based on one square foot of sign area for every two feet of building perimeter. As demonstrated in Table 1, the proposed sign program would allow a total of 807 square feet of sign area, which is less than the maximum allowed for the site.

**Table 1:**  
**Sign Area Calculations**

<b>Sign Type</b>	<b>Quantity</b>	<b>Sq. Ft.</b>	<b>Total Square Footage</b>
Tenant Monument (Sign A)	1	21	21
Tenant Entry Sign High Corner Façade (Sign B1)	3	50	150
Tenant Entry Sign Low Corner Façade (Sign B2)	2	50	100
Skyline Tenant Sign (Sign C)	4	134	536
Total Sign Area			807
Total Allowable Sign Area			855
Excess Sign Area			48

The proposed sign program allocates a maximum sign area of 186.83 square feet to a major tenant and 52.83 square feet to a minor tenant. Signage for major tenants includes one storefront entry sign, one rear wall skyline sign, one door ID sign, and one address line on the tenant monument sign. Signs for a minor tenant include all signs except the rear wall skyline sign.

Currently, there is wall signage for two existing tenants in the building. All signs except the rear wall sign for Tuff Shed do not meet the proposed sign program standard for sign area. Currently the sign area for Tuff Shed's sign is 172 square feet and exceeds the standard by 38 square feet. Since there is approximately 48 square of unallocated sign area, the property owner has granted the use of the additional sign area to this tenant for the life of the sign. If and when Tuff Shed vacates its occupancy or removes and/or modifies the wall sign at this location, any subsequent wall sign must conform to the master sign program.

#### **Sign Height and Number of Freestanding Signs**

The project proposes one 3-foot 6-inch monument sign that complies with the Sign Ordinance requirements for freestanding signs. According to MMC XI-10-24.04-1, the maximum number of signs and sign height is determined by amount of street frontage. Per the Sign Ordinance, one freestanding sign is permitted per each street frontage. Based on the project's lineal street frontage of 269 feet on Cadillac Court they can erect one freestanding sign. Sign height is

determined by the following calculation: one foot of height for every eight lineal feet of public street frontage, not to exceed 25-feet in height. Based on the 269 lineal feet, the maximum height for the freestanding sign is 25-feet.

#### Sign Program

The applicant is requesting approval of a Site Development Permit for a sign program that will allow for comprehensive way-finding and identification sign system for the Murphy Crossing Business Park. Pursuant to MMC XI-10-24.05 (F) (Sign Programs), a sign program is required for multi-tenant buildings to ensure design consistency and uniformity. The PS Business Park sign program (Attachment B) provides for the locations, dimensions, and styles of the exterior tenant signage. Based on the sign proposal, the sign program, sign type, illumination and locations provide orderly, harmonious, and effective signage.

#### ***Climate Action Plan Conformance***

The Climate Action Plan (CAP) provides a policy framework for the City to reduce community-wide Greenhouse Gases emissions. Through the CAP, the City establishes mitigation strategies to address climate change. The project does not propose any major construction or building addition that requires conformance to the City's Climate Action Plan.

#### **FINDINGS FOR APPROVAL (OR DENIAL)**

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A finding is a statement of fact relating to the information that the Planning Commission has considered in making a decision. Findings shall identify the rationale behind the decision to take a certain action.

#### ***Site Development Permit (Section XI-10-57-03(F)(2))***

- 1. All elements of the sign, including design, lighting, scale, length and materials, are consistent with the intent of the General Plan, the Sign Ordinance and any applicable Specific Plan.*

The project is consistent with the General Plan's Implementing Policy 2.a-I-3 and Implementing Policy 2.a-I-7 in that the proposed signage would help promote the PS Business Park, encourage economic pursuits and business retention by providing appropriate visibility and business identification.

The Zoning Designation for this site is Industrial Park, which allows various industrial and professional office uses permitted uses. The purpose and intent of the Industrial Park Zoning District is to accommodate limited group of research, professional, packaging, and distribution facilities in a park-like setting. The project is consistent with this designation in that the project provides business identification for the industrial businesses.

As further described herein, the project is consistent with Milpitas Sign Ordinance in that the proposed sign proposal complies with the total allowable sign area, number of freestanding signs, sign height, and appropriateness of the sign design as described above.

2. *The design, scale and materials of the sign harmonize with the architectural design and details of the building or site it serves.*

The sign program includes a combination of illuminated and non-illuminated letters and a logo mounted on the wall and vinyl address line on the existing monument sign. The proposed sign types, style, location and heights are similar to other signs on the building and complement the building architecture and design elements.

3. *The design and scale of the sign is appropriate to the distance from which the sign is normally viewed.*

The proposed signs provide for visibility and legibility, and provide the appropriate relationship of scale and height to the building. The logo and lettering on the exterior wall are appropriate for the size of the building because the wall signs will be located within the designated sign bands. The driveway monument is appropriate and necessary given that the location of the building is located at the end of Cadillac Court and is set back from the street. The location of the monument will not impact sight distance or create a traffic hazard.

4. *The design and materials of the sign provide a contrast between the background and letters.*

The signs include a combination of dimensional letterforms and logo mounted on the wall. As conditioned, the dimensional letters would provide 4-inch thickness to provide depth and contrast between the building and wall signs.

### Sign Program

5. *The provisions of the Sign Program ensure consistency in design and style of all new signs.*

The proposed sign program specifies the sign type, letter and logo heights, and designates sign locations to ensure orderly, harmonious, and aesthetic business identification for the business park. The sign program includes a combination of new wall signs and a monument sign. The proposed finish for the wall signs will consist of non-illuminated acrylic letters as well as internally illuminated channel letters that face the freeway. The proposed wall signs for the single-story building would be over the entry doorway and within the designated sign bands on the rear elevation. The existing monument sign uses vinyl lettering for the business name and address.

6. *The provisions of the Sign Program address compatibility of the design and style of any existing signs on the building or site.*

The proposed sign program addresses compatibility of materials and design continuity in that the proposed signs include a combination of dimensional letterforms, including non-illuminated acrylic letters and internally illuminated channel letters on the wall, that are compatible with other signs in the area that are non-illuminated, the neighboring riparian habitat and residential neighborhood located to the east. It also includes illuminated channel letter signs that face the freeway. All letters shall have a minimum thickness of 4-inches and a letter height of 36-inches



maximum for tenant entry signs with low corner facades, 48-inches for tenant entry signs with a high corner façade, and 72-inches for the tenant skyline signs.

*7. All new signs within the Sign Program are in compliance with the design guidelines of this Chapter.*

- a. The project is consistent with Chapter 24 (Signs) of the Zoning Code in that the proposed sign area is within the total allowable sign area. The proposed logo and lettering on the exterior wall and monument signs is appropriate and proportionate to the scale and massing of the building. As proposed, the sign program establishes a sign criteria that provides for design consistency and uniformity for signage. As proposed, signs are to be installed within the designated sign bands on the building and existing monument sign and comply with sign area and letter/logo height requirements.
- b. The proposed signs have the appropriate relationship of height to the building. The logo and lettering on the exterior wall and monument sign are appropriate for the size of the building and/or freestanding sign structure and provide for attractive business identification that is clear and legible.

## **ENVIRONMENTAL REVIEW**

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The Planning Division conducted an environmental assessment of the project in accordance with the California Environmental Quality Act (CEQA). The project is categorically exempt from further CEQA review under Section 15301 (Existing Facility) and 15311 (Accessory Structures) of the CEQA Guidelines. Staff determined that the project is categorically exempt per Section 15301 and 15311 because the project is an existing industrial development and includes the installation of on premise signs.

## **PUBLIC COMMENT/OUTREACH**

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Staff provided public notice the application in accordance with City and State public noticing requirements. At the time of writing this report, there have been no inquiries from the public. A notice was published in the Milpitas Post on 5/29/15. In addition, 274 notices were sent to owners and occupants within 500-feet of the project site. A public notice was also provided on the project site, on the City's Website, [www.ci.milpitas.ca.gov](http://www.ci.milpitas.ca.gov), and posted at City Hall.

## **CONCLUSION**

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The project proposes a master sign program for a multi-tenant industrial building that provides uniformity and design consistency. The proposed signage utilizes colors, materials and styles that complement the building architecture as well as provides for attractive and effective business identification.

## **RECOMMENDATION**

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STAFF RECOMMENDS THAT the Planning Commission:

1. Open Public Hearing to receive comments;
2. Close the public hearing; and

2. Adopt Resolution 15-018 to approve Site Development Permit No. 15-018 to allow for a master sign program for multi-tenant industrial building at 901-931 Cadillac Court subject to the conditions of approval.

## **ATTACHMENTS**

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A: Resolution No. 15-018

B: Project Plans